

Arizona County Lodging Indicators: April 2007

	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This month	% change*	This month	% change*	This month	% change*	This month	% change*	This month	% change*
<u>County</u>										
Apache County	64.4%	2.7%	\$71.09	10.9%	\$45.78	13.9%	19,166	4.3%	29,760	1.5%
Cochise County	79.8%	9.8%	\$62.60	9.7%	\$49.96	20.4%	61,154	11.6%	76,620	1.6%
Coconino County	71.1%	2.0%	\$80.41	5.7%	\$57.18	7.8%	219,752	2.2%	309,000	0.2%
Gila County	74.2%	11.1%	\$69.78	9.1%	\$51.76	21.2%	23,921	11.1%	32,250	0.0%
Graham County	79.3%	9.2%	\$70.67	10.5%	\$56.01	20.6%	8,987	9.1%	11,340	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	73.4%	-1.2%	\$138.94	5.2%	\$101.97	3.9%	1,139,407	-1.6%	1,552,560	-0.4%
Mohave County	63.4%	-1.2%	\$79.59	4.0%	\$50.44	2.6%	80,868	-1.3%	127,590	0.0%
Navajo County	62.9%	-0.2%	\$58.64	6.1%	\$36.91	6.0%	61,456	-0.1%	97,650	0.0%
Pima County	70.5%	-3.7%	\$105.37	6.9%	\$74.33	3.0%	321,746	-5.4%	456,090	-1.8%
Pinal County	69.5%	1.8%	\$84.51	3.8%	\$58.71	5.6%	30,407	5.0%	43,770	3.2%
Santa Cruz County	76.3%	-4.5%	\$72.18	17.0%	\$55.06	11.7%	20,801	-4.5%	27,270	0.0%
Yavapai County	77.4%	-0.8%	\$138.60	8.0%	\$107.34	7.2%	105,408	0.2%	136,110	0.9%
Yuma County	68.2%	-0.9%	\$78.81	6.0%	\$53.73	5.0%	56,384	2.4%	82,710	3.4%

	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	YTD	% change*	YTD	% change*	YTD	% change*	YTD	% change*	YTD	% change*
<u>County</u>										
Apache County	51.7%	3.2%	\$64.20	7.7%	\$33.21	11.2%	61,582	4.8%	119,040	1.5%
Cochise County	81.5%	9.7%	\$62.49	7.9%	\$50.95	18.4%	244,686	8.2%	3,000,090	-1.3%
Coconino County	50.9%	-1.9%	\$71.11	8.0%	\$36.20	6.0%	623,937	-1.6%	1,225,483	0.2%
Gila County	72.1%	8.7%	\$65.96	8.7%	\$47.55	18.2%	92,991	8.8%	129,000	0.0%
Graham County	83.2%	12.7%	\$70.62	10.6%	\$58.73	24.6%	37,725	12.7%	45,360	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	79.2%	-0.3%	\$147.41	8.3%	\$116.75	8.0%	4,906,416	-0.9%	6,194,658	-0.6%
Mohave County	58.7%	-7.3%	\$72.73	8.5%	\$42.71	0.5%	299,729	-5.9%	510,360	1.5%
Navajo County	55.4%	5.1%	\$55.53	3.9%	\$30.76	9.2%	216,363	5.0%	390,600	0.0%
Pima County	77.1%	-0.6%	\$121.27	9.8%	\$93.51	9.1%	1,406,668	-2.5%	1,824,360	-1.8%
Pinal County	78.9%	0.8%	\$91.42	5.6%	\$72.16	6.5%	138,194	4.1%	175,080	3.2%
Santa Cruz County	77.0%	1.2%	\$72.36	10.3%	\$55.68	11.6%	83,942	1.2%	109,080	0.0%
Yavapai County	66.0%	-3.6%	\$118.35	9.4%	\$78.15	5.5%	359,225	-2.7%	544,020	0.9%
Yuma County	82.2%	1.0%	\$82.47	9.0%	\$67.78	10.1%	265,230	1.9%	322,740	0.8%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.